

September 22, 1971

Mr. Horace R. Kornegay  
President  
The Tobacco Institute  
1776 K Street, N.W.  
Washington, D. C. 20006

Dear Horace:

You will recall that at the Executive Committee meeting of The Tobacco Institute held on August 26, 1971 in New York, Philip Morris agreed to the form of package caution-notice guidelines which had theretofore been approved by Reynolds, Brown & Williamson, and Lorillard.

These new guidelines were implemented at once by our Advertising Department, and I can advise you at this time that, with one exception, all of our brands now comply with the guidelines. Virginia Slims advertisements have presented a series of production and scheduling difficulties, but all Virginia Slims ads will also be in compliance by mid-November.

Considering the complexities of production problems, closing dates, etc., (not to mention costs), I can assure you that a conscientious effort was made by our advertising people to act in this matter with the greatest speed possible.

Sincerely,

TFA/add

cc: Mr. Joseph F. Cullman 3rd

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